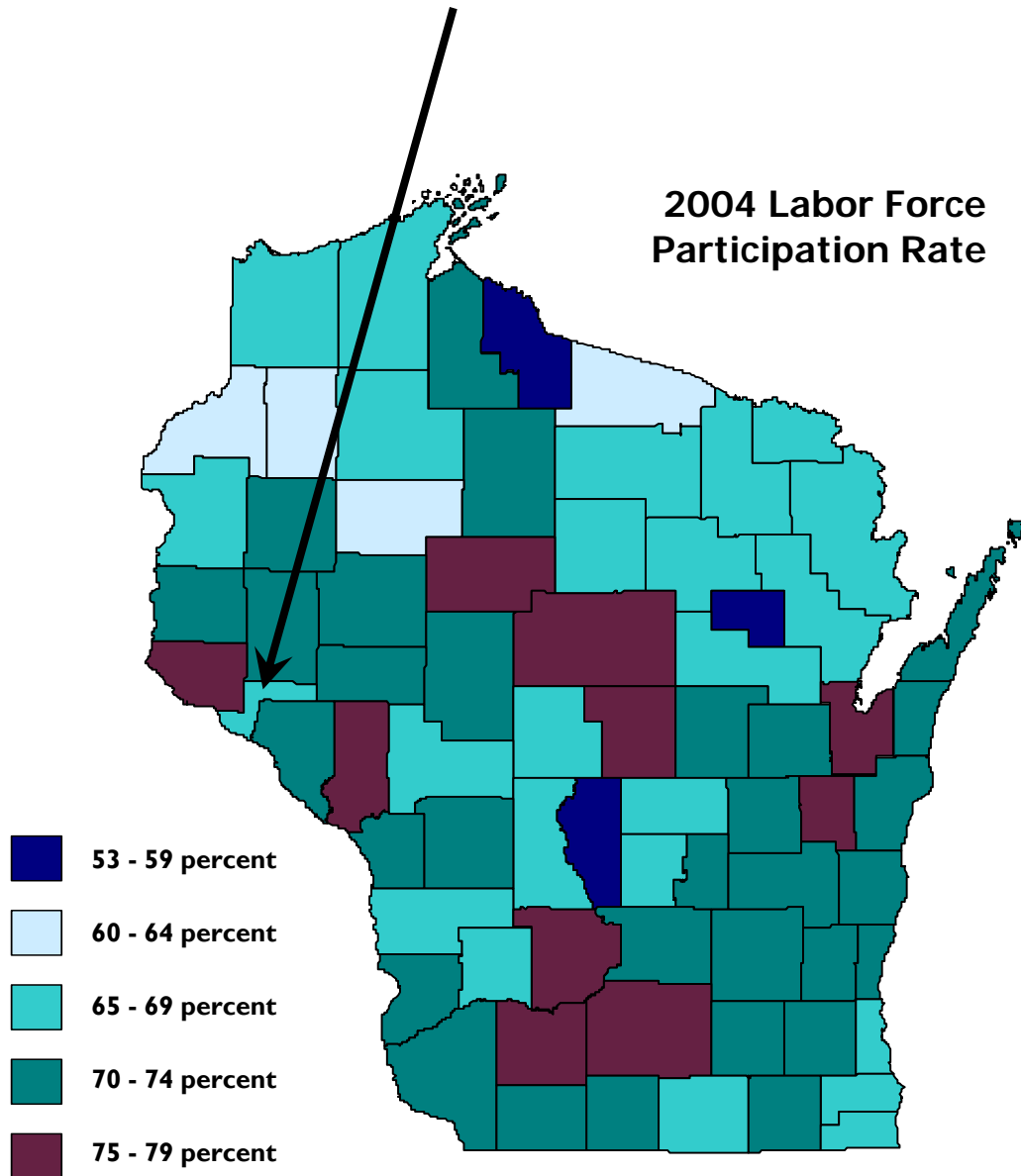


Pepin County Workforce Profile



Source: Estimates created by DWD, OEA using data supplied by
U.S. Bureau of Labor Statistics and U.S. Bureau of Census

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State of Wisconsin
Department of Workforce Development
Office of Economic Advisors

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County Population and Labor Force

Since April 2000 the population in Pepin County increased by 383 individuals. The percent change during that time of 5.3 percent exceeded the increases in both the nation and the state and ranked 24th fastest among Wisconsin's 72 counties. The county population increased from 7,213 in 2000 to 7,596 in 2005 from both natural causes, 26 more births than deaths, and migration, a net gain of 355 individuals. The increase from migration of 4.9 percent ranked 16th highest in the state.

The greatest increases in population are occurring near the borders of Minnesota in the west and Eau Claire County in the northeast corner. Neither the Town of Stockholm (west) with 98 new residents, nor the Town of Albany (NE) with 88 new residents, are among the county's largest municipalities; but the largest municipality, the City of Durand, lost population since 2000.

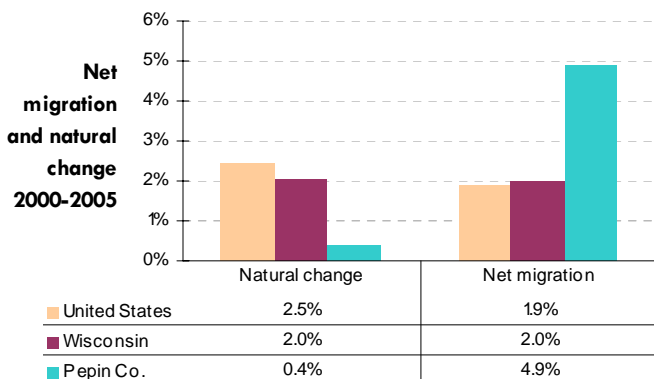
Many of the residents moving to the county and change address but retain their jobs and many are also in the middle age groups. Many more residents, however, have lived in the county for a long time and those residents are getting older. In 2005, roughly 26 percent of the labor force age population (16 yrs. and older) were aged 60 years or more and that is projected to increase to over 33 percent by 2020.

The age of the population is critical when it comes to labor force participation. The labor force is a sum of factors that relate to the local population including much higher participation rates for middle-aged residents than either the young or

Five largest municipalities in Pepin County

	April 2000 Census	Jan. 1, 2005 estimate	Numeric change	Percent change
Pepin County	7,213	7,596	383	5.3%
Durand, City	1,968	1,947	-21	-1.1%
Pepin, Village	878	940	62	7.1%
Waterville, Town	859	870	11	1.3%
Lima, Town	716	728	12	1.7%
Durand, Town	694	718	24	3.5%

Source: Wis. Dept. of Administration, Demographic Services, August 2005



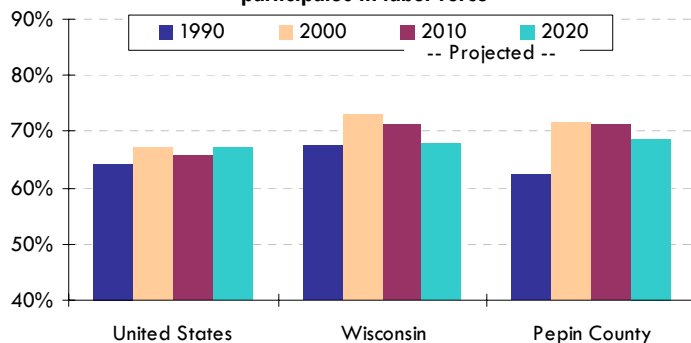
Source: WI Dept. of Admin., Demographic Services & US Census Bureau

Population and Labor Force

	United States	Wisconsin	Pepin County
Total population in 2000	281,424,602	5,363,715	7,213
Population est. Jan. 1, 2005	295,160,302	5,580,757	7,596
Change	13,735,700	217,042	383
% change	4.9%	4.0%	5.3%
2005 Labor force population*	224,837,000	4,339,938	5,948
Share of total population	76.2%	78%	78.3%
Labor force	147,125,000	3,071,179	3,976
Labor force participation rate	65.4%	70.8%	66.8%
2005 Population 16 yrs. & over	228,621,674	4,417,313	6,084
16-24 yrs old	37,489,370	743,764	1,113
Share of population 16+ yrs	16.4%	16.8%	18.3%
25-59 yrs old	142,248,896	2,708,865	3,388
Share of population 16+ yrs	62.2%	61.3%	55.7%
60 yrs and older	48,883,408	964,684	1,583
Share of population 16+ yrs	21.4%	21.8%	26.0%
Projected population: 2020	335,804,546	6,110,878	8,737
Population 16 yrs. & over	264,085,104	4,869,573	6,968
16-24 yrs old	37,918,865	681,586	841
Share of population 16+ yrs	14.4%	14.0%	12.1%
25-59 yrs old	150,678,402	2,756,884	3,791
Share of population 16+ yrs	57.1%	56.6%	54.4%
60 yrs and older	75,487,837	1,431,103	2,336
Share of population 16+ yrs	28.6%	29.4%	33.5%

* civilian population 16 yrs. and older not in an institution

Percent of labor force age population that participates in labor force



Source: special tabulation by OEA using US Census, US Bureau of Labor Statistics, WI Dept. of Admin. estimates and projections

elderly, lower participation rates for women, and declining participation from the white population. All of these factors are working against a rise in the number of labor force participants even as the number of residents aged 16 years and over is increasing. The current labor force participation rate of 66.8 percent has already slipped from 71.7 percent in 2000 and is projected to continue sliding through 2020.

Revised Labor Force

The labor force estimate for 2004 included 3,976 participants fewer than one year earlier when the all-time high was set in Pepin County. The 2004 estimate is still higher than any year in the 1990s and over the last 15 years increased by 559 participants. Nearly all of the increase in labor force represents additional jobholders while the estimate for unemployed in the county has changed very little since 1990.

All labor force estimates published from 1990 to 2004 have been revised. The more recent years reflect trends revealed during Census 2000 while the 1990s were updated to include changes from 1990 to 2000 but are still based on ratios from the 1990 census, and as a result, show a large correction in Pepin County from 1999 to 2000.

Looking beyond the break in the series the most significant increases in the Pepin County labor force occurred in 1993 when 152 jobholders were added to the employment estimate and shortly after the Wal-Mart Distribution center opened in Dunn County. In 2000, roughly 210 Pepin County residents commuted to the City of Menomonie and 320 traveled to the City of Eau Claire for jobs.

Pepin County Civilian Labor Force Estimates

	Labor force	Employed	Unemployed	Unemployed rate
1990	3,417	3,255	162	4.7%
1991	3,427	3,174	253	7.4%
1992	3,383	3,161	222	6.6%
1993	3,496	3,313	183	5.2%
1994	3,558	3,384	174	4.9%
1995	3,515	3,345	170	4.8%
1996	3,445	3,280	165	4.8%
1997	3,479	3,319	160	4.6%
1998	3,444	3,300	144	4.2%
1999	3,261	3,131	130	4.0%
2000	3,925	3,791	134	3.4%
2001	4,004	3,835	169	4.2%
2002	4,025	3,827	198	4.9%
2003	4,050	3,856	194	4.8%
2004	3,976	3,777	199	5.0%

Source: DWD, Bureau of Workforce Information, Local Area Unemployment Statistics, September 2005

Education Attainment

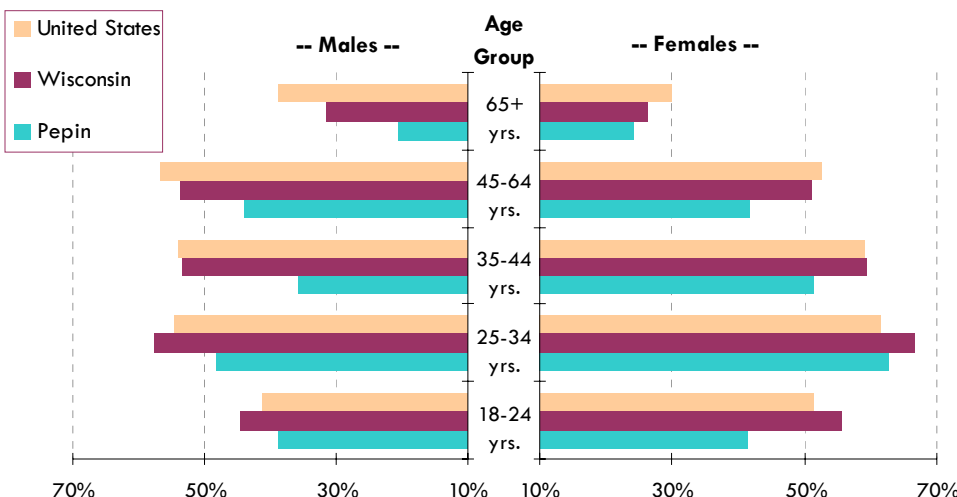
One of the most significant changes in employment that occurred during the last two decades was the shift from goods-producing to service-providing jobs. In tandem with this shift was the increase in demand for professional and technical workers employed in the high-skill services industries and the aggregation of these jobs in larger metropolitan areas.

Much of the job growth in high-skilled service jobs occurred in larger metropolitan areas while expansion in more rural economies produced lower-skilled service jobs and goods-producing jobs. The main exception in rural areas was job growth in health care and education, two industries with female-dominated professional and technical occupations. For

most counties in Wisconsin, including Pepin County, this helps explain why there is a greater proportion of females in each age group with post-secondary education than males.

Growth of skilled professional and technical jobs in metropolitan areas attracted individuals from many rural areas. When students graduated from high school and left the area for post-secondary education there were few professional and technical job opportunities to bring them back to Pepin County. As a consequence, the share by age group of Pepin County residents with post-secondary education is less in every category than in the United States or Wisconsin.

Residents with post-secondary education



Source: US Census 2000, Summary file 3, QT-P20

Employment and Wages

The super-sector of trade, transportation and utilities, especially wholesale trade, is important in Pepin County. Employers in the super-sector provide 631 jobs, or 29 percent of all jobs, in the county, and a combined payroll of over \$15 million, the second highest in the county. Both durable and nondurable goods wholesale trade are on the list of prominent industries (pg. 4) in the county, as well as two retail trade industries. The average annual wage for the sector is \$23,968 and in spite of a 1.9 percent increase in 2004 remains well below counterpart wages in the state.

The greatest payroll in Pepin County is paid by employers in education (both private and public) and health services but the average wage is 74 percent of wages paid to industry workers in the state.

Since over half the jobs in the county are in the previously mentioned sectors and wages are below the state average, it is no surprise that the overall average wage of \$25,762 is only 74 percent of statewide average wages. Wages increased 3.6 percent in Pepin County in 2004 but that lagged the increase in the state of 4.0 percent.

The highest average wage in the county is earned by workers in professional and business services and is 28 percent higher than the Wisconsin average for the sector. This dem-

Average Annual Wage by Industry Division in 2004

	2004 Wisconsin	2004 Pepin County	Average Annual Wage Percent of Wisconsin	1-year % change
All Industries	\$ 34,749	\$ 25,762	74.1%	3.6%
Natural resources	\$ 27,399	suppressed	Not avail	Not avail.
Construction	\$ 41,258	\$ 34,881	84.5%	2.8%
Manufacturing	\$ 44,145	suppressed	Not avail	Not avail.
Trade, Transportation, Utilities	\$ 30,088	\$ 23,968	79.7%	1.9%
Information	\$ 41,759	\$ 41,601	99.6%	0.2%
Financial activities	\$ 45,103	\$ 30,332	67.3%	7.5%
Professional & Business Services	\$ 39,580	\$ 50,497	127.6%	2.4%
Education & Health	\$ 36,408	\$ 26,790	73.6%	5.6%
Leisure & Hospitality	\$ 12,295	\$ 9,315	75.8%	9.1%
Other services	\$ 20,207	\$ 23,062	114.1%	-2.1%
Public Administration	\$ 36,347	\$ 17,893	49.2%	3.7%

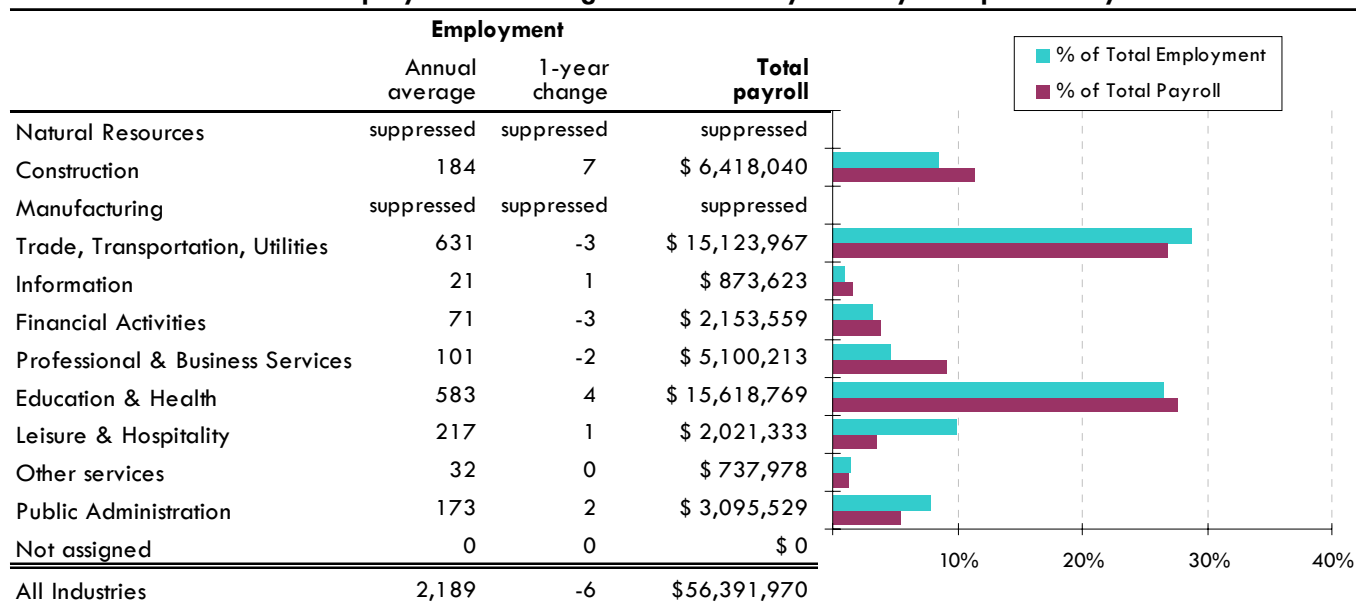
Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

onstrates the influence that corporate offices, with higher paid occupations, have in an area. Although there are only 101 jobs in the industry sector, workers earn an average of \$50,497 annually.

The greatest disparity in wages was in public administration where local wages were half of what workers in the industry earn statewide and in 2004 employment increased ever-so-slightly to 173.

The number of jobs with industry sectors changed very little in 2004. Overall, there were 2,189 jobs in the county in 2004, six fewer than in 2003.

2004 employment and wage distribution by industry in Pepin County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2005

Industry and Employers by Size

Top 10 Employers in Pepin County

Establishment	Product or Service	Size (Dec. 2004)
School District of Durand	Elementary & secondary schools	100-249 employees
Bauer Built Inc	Tire dealers/tire retreading	100-249 employees
Chippewa Valley Hospital & Oakview	Gen. medical & surgical hospitals	100-249 employees
County of Pepin	Executive & legislative offices, combined	100-249 employees
Pepin Manor	Nursing care facilities	50-99 employees
Countryside Coop	Farm supplies & merchant wholesalers	50-99 employees
Pepin Public School	Elementary & secondary schools	50-99 employees
Ericksons Diversif Corp - IGA	Supermarkets & other grocery stores	50-99 employees
Durand Builders Service Inc	Industrial building construction	20-49 employees
MDMA Equipment Dealers Inc	Farm & garden equip. merchant whslrs	20-49 employees

Source: DWD, Bureau of Workforce Information, ES-202, July 2005

Prominent industries in Pepin County

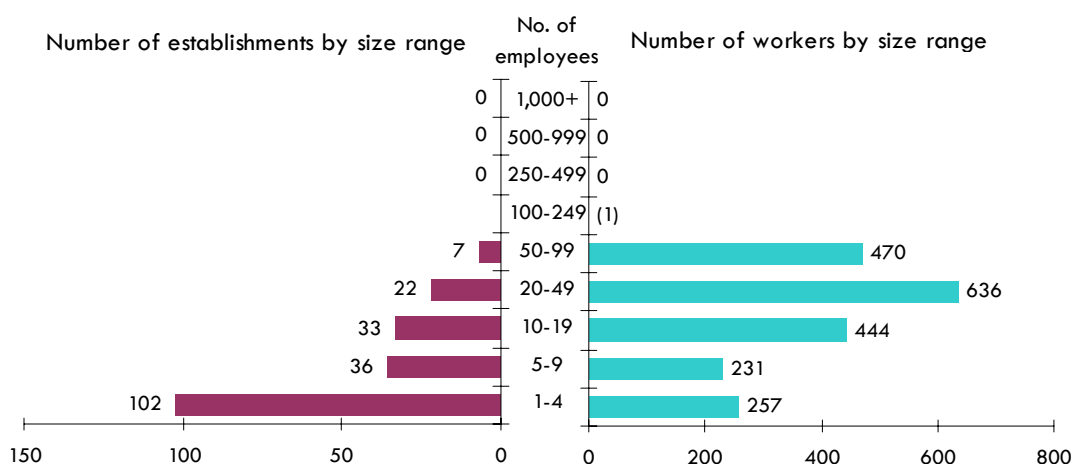
NAICS title	March 2005		Numeric change in employees	
	Establishments	Employees	2004-2005	2000-2005
Educational services	*	*	not avail.	not avail.
Hospitals	*	*	not avail.	not avail.
Food services and drinking places	20	124	-18	-33
Merchant wholesalers, nondurable goods	8	109	-11	not avail.
Motor vehicle and parts dealers	7	105	-2	4
Nursing and residential care facilities	*	*	not avail.	not avail.
Merchant wholesalers, durable goods	5	74	3	-14
Food and beverage stores	*	*	not avail.	not avail.
Specialty trade contractors	13	60	11	11
Executive, legislative, & gen government	6	60	4	1

* data suppressed to maintain employer confidentiality

Column headings revised 02/06

Source: DWD, Bureau of Workforce Information, ES-202, September 2005

Pepin County establishments and workers by employment size range in 2004



(1) Data not available due to suppression factors

Source: DWD, Bureau of Workforce Information, Table 221, July 2005

The largest industry group in the county, educational services, includes only two employers, both of them public and on the largest employer list, but because there are only two employment data is suppressed. Likewise, because there is one hospital and only two nursing facilities, employment in these groups are also suppressed. However, one hospital and one nursing facility are on the largest employers list.

The second largest employer, Bauer Built Inc., is identified by one of its primary products (included in the manufacturing sector) but the company provides other services and those jobs are included in five industry groups, one of them, merchant wholesalers-nondurable goods, is one of the prominent industries in the county. Employment in another employer, County of Pepin, is also parsed to specific industry functions performed by county departments, for example, highway maintenance is included in construction.

Roughly one percent of the establishments have more than 100 workers but they provide 14 percent of the jobs in the county, and 85 percent of establishments have fewer than 20 jobs but provide 39 percent of the jobs. Overall, the average establishment in Pepin County is small with 11.8 jobs.

Per Capita Personal Income

The per capita personal income (PCPI) in 2003 in Pepin County of \$24,407 ranked 44th highest among Wisconsin's 72 counties and was well below the Wisconsin PCPI of \$30,685. In the last year PCPI increased 2.9 percent better than increases in the state and nation. However, since 1998 the PCPI increase of 13.0 percent ranked 64th in the state and lagged than the change of 17.2 percent in Wisconsin and 17.1 percent in the nation.

The per capita personal income report from the US Dept. of Commerce, Bureau of Economic Analysis, includes wages and salaries from jobholders, self-employed, proprietorships, and farmers. It also includes income from dividends, interest and rent; and income from transfer payments like social security, Medicaid, unemployment insurance, veteran's benefits, and welfare. The total of all these sources of income is divided by the total population to arrive at the per capita personal income.

Factors such as a higher share of residents without income (generally children), or residents on a fixed income (generally the elderly) can lower the PCPI. Another factor that heavily influences PCPI is net earnings, which comprise 70 percent of total personal income in the state and comprise 66 percent in Pepin County. Net earnings include income from wages and salaries, including supplements, self-employment, proprietorships and an adjustment for wages earned by residents who commute to jobs in other counties. That totaled \$41,288,000 in Pepin County in 2003, or 23 percent of the total personal income of \$179,316,000. In

the last year the residency adjustment increased 5.9 percent but over the last five years it increased 50 percent. In spite of this the increase in the county's total personal income of 16.8 percent since 1998 lagged the five-year change in both Wisconsin and the United States.

Wisconsin Counties 2003 Per Capita Personal Income and Rank in State

Area	2003	Rank	5-yr growth	Rank	Area	2003	Rank	5-yr growth	Rank
United States	\$ 31,472		17.1%		Manitowoc	\$ 27,807	27	13.6%	59
Wisconsin	\$ 30,685		17.2%		Marathon	\$ 29,992	16	22.0%	5
Adams	\$ 22,804	59	16.1%	37	Marinette	\$ 25,448	39	21.3%	9
Ashland	\$ 23,204	55	16.6%	32	Marquette	\$ 22,590	64	26.5%	1
Barron	\$ 24,922	41	15.2%	44	Menominee	\$ 18,449	72	19.8%	16
Bayfield	\$ 22,660	62	13.4%	60	Milwaukee	\$ 31,419	7	19.5%	18
Brown	\$ 32,076	5	17.8%	25	Monroe	\$ 23,467	54	16.8%	31
Buffalo	\$ 29,083	20	17.2%	28	Oconto	\$ 24,842	42	12.3%	66
Burnett	\$ 22,796	60	17.1%	29	Oneida	\$ 28,646	22	18.7%	21
Calumet	\$ 31,880	6	21.4%	8	Outagamie	\$ 30,952	11	20.5%	14
Chippewa	\$ 25,999	36	12.3%	67	Ozaukee	\$ 47,527	1	14.7%	48
Clark	\$ 22,227	66	13.9%	55	Pepin	\$ 24,407	44	13.0%	64
Columbia	\$ 30,846	12	18.2%	24	Pierce	\$ 27,963	26	18.6%	23
Crawford	\$ 22,628	63	20.9%	13	Polk	\$ 24,201	46	13.9%	54
Dane	\$ 36,455	3	21.0%	12	Portage	\$ 27,464	30	21.1%	11
Dodge	\$ 26,048	35	13.3%	61	Price	\$ 24,361	45	12.2%	68
Door	\$ 30,657	13	15.9%	40	Racine	\$ 31,271	8	15.0%	45
Douglas	\$ 23,568	53	15.3%	43	Richland	\$ 23,829	51	21.9%	6
Dunn	\$ 22,885	58	14.9%	47	Rock	\$ 28,256	25	14.1%	50
Eau Claire	\$ 27,469	29	17.5%	27	Rusk	\$ 20,461	71	14.0%	52
Florence	\$ 24,146	47	25.3%	3	Sauk	\$ 28,780	21	19.5%	19
Fond du Lac	\$ 29,951	17	16.1%	38	Sawyer	\$ 23,921	50	22.3%	4
Forest	\$ 21,975	68	25.4%	2	Shawano	\$ 23,941	49	13.9%	56
Grant	\$ 24,116	48	15.6%	42	Sheboygan	\$ 31,251	9	19.8%	17
Green	\$ 28,542	23	14.0%	51	St. Croix	\$ 31,091	10	13.6%	57
Green Lake	\$ 26,962	32	8.1%	72	Taylor	\$ 23,020	56	16.6%	34
Iowa	\$ 27,308	31	19.2%	20	Trempealeau	\$ 25,242	40	18.7%	22
Iron	\$ 22,912	57	21.1%	10	Vernon	\$ 20,950	70	15.7%	41
Jackson	\$ 26,084	34	21.9%	7	Vilas	\$ 25,664	37	13.0%	63
Jefferson	\$ 29,330	18	16.5%	35	Walworth	\$ 27,626	28	13.6%	58
Juneau	\$ 22,382	65	12.7%	65	Washburn	\$ 22,794	61	16.0%	39
Kenosha	\$ 29,117	19	16.5%	36	Washington	\$ 35,196	4	14.9%	46
Kewaunee	\$ 25,536	38	8.8%	71	Waukesha	\$ 41,551	2	12.2%	69
La Crosse	\$ 28,284	24	16.8%	30	Waupaca	\$ 26,863	33	14.0%	53
Lafayette	\$ 21,983	67	10.1%	70	Wausara	\$ 21,762	69	13.2%	62
Langlade	\$ 23,739	52	20.4%	15	Winnebago	\$ 30,359	15	16.6%	33
Lincoln	\$ 24,725	43	14.6%	49	Wood	\$ 30,401	14	17.7%	26

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2005